



**Internal Revenue Service**

Alcohol, Tobacco, and Firearms Division

Washington, D.C. 20224

October 13, 1969

# Industry Circular

Industry Circular No. 69-22

NOTICE OF NEED FOR REAPPROVAL OF LABELS FOR WINES AND MALT BEVERAGES COVERED BY CERTIFICATES OF LABEL APPROVAL ISSUED PRIOR TO JULY 1, 1968.

Proprietors of Bonded Wine Cellars, Taxpaid Wine Bottling Houses, Brewers, Importers of Wines and Malt Beverages, Wholesalers Engaged in Relabeling of Wines, and to others concerned:

## Purpose and Background

Please refer to Industry Circular No. 68-17, dated May 27, 1968. This office is now prepared to embark upon the final phase of its program of microfilming its records relating to certificates of label approval issued prior to July 1, 1968. This final phase of the operation relates only to labels for wines (domestic and foreign) and malt beverages (domestic and foreign) which are still in use and which were approved prior to July 1, 1968. Labels covered by certificates of label approval issued on or after July 1, 1968, are not involved.

## Industry Cooperation Requested

In order that our microfilm records may be complete and accurately reflect all approved labels currently in use, bottlers of wine, relabelers of wine, importers of wine, bottlers of malt beverages, and importers of malt beverages are requested to resubmit for approval (on revised Form 1649) all labels now in use and covered by certificates of label approval issued prior to July 1, 1968. Forms upon which to apply may be obtained from the office of your Assistant Regional Commissioner, Alcohol, Tobacco and Firearms. Each application should be identified as a "resubmission" (either by covering letter or note, or by so marking the application).

## Target Date

The date of July 1, 1971, has been selected for the completion of this operation. All concerned are urged to submit their applications as early as conveniently possible so that the work may proceed smoothly and with least inconvenience to all.

Handling of Certificates Which Have Limited Operational Periods

Labels covered by certificates issued prior to July 1, 1968, which are limited to specific operative dates, should not be submitted.

Disposition of Certificates of Label Approval Covering Labels Which Have Been Resubmitted

After July 1, 1971, certificates of label approval for wines and malt beverages, relating to labels which have been superseded, will no longer serve any useful purpose and may be destroyed by the holders thereof. If desired, however, these superseded certificates may be returned to this office for cancellation. It should be noted, however, that after July 1, 1971, the files of this Division will be stripped of our copies of the superseded certificates of label approval and such copies will be destroyed in accordance with prescribed records retention schedules.

Inquiries

Inquiries with respect to this circular should be addressed to the Director, Alcohol, Tobacco and Firearms Division, Internal Revenue Service, Washington, D. C. 20224, Attention CP:AT:B.

*Harold A. Serr*

Harold A. Serr, Director  
Alcohol, Tobacco and Firearms Division